



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Adopt Resolution Authorizing the City Manager to Execute a Contract with Comcast Media for Transit Advertising for Fiscal Year 2003/04 (\$6,000)


MEETING DATE: September 17, 2003

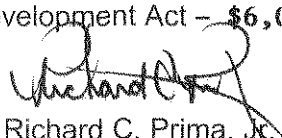
PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council adopt a resolution authorizing the City Manager to execute a contract with Comcast Media for Transit advertising for Fiscal Year 2003/04 **(\$6,000)**.

BACKGROUND INFORMATION: The City of Lodi utilizes several different methods of advertising to inform the residents of Lodi about the available transit opportunities. Cable television has proved to be an effective tool for advertising for the Grapeline. The most recent commercial, which aired last fall, produced a great response from the public and was easily identifiable to the transit system. The same commercial (which highlights students utilizing the bus to get around town and stars several Public Works staff) will air throughout the fall/winter concluding after Christmas, and a new commercial will air in the Spring.

FUNDING: Transit Funds - Transportation Development Act - **\$6,000**


Vicky McAthie, Finance Director


Richard C. Prima, Jr.
Public Works Director

Prepared by Tiffani Fink, Transportation Manager

RCP/TF/pmf

APPROVED: _____


H. Dixon Flynn -- City Manager

RESOLUTION NO. 2003-172

A RESOLUTION OF THE LODI CITY COUNCIL AUTHORIZING THE
CITY MANAGER TO EXECUTE A CONTRACT BETWEEN THE CITY
OF LODI AND COMCAST MEDIA FOR TRANSIT ADVERTISING

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council hereby authorizes the City Manager to execute a contract between the City of Lodi and Comcast Media for Transit Advertising for Fiscal Year 2003-2004 in an amount of \$6,000.00.

Dated: September 17, 2003

I hereby certify that Resolution No. 2003-172 was passed and adopted by the Lodi City Council in a regular meeting held September 17, 2003, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hansen, Howard, Land,
and Mayor Hitchcock

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON
City Clerk